

STAFF REPORT

To: Finance Committee Date: March 4, 2010

From: Roderick Simmons, Director, Parks, Recreation & Cultural Arts

Prepared by: Diane Ruggiero, Superintendent of Cultural Arts

Subject: In-Kind Outdoor Special Event Support for FY10/11

Summary Statement: Approving the attached list of events for in-kind support for outdoor special events in Asheville valued at **\$114,295.40 for anchor events** and **\$26,032 for non-anchor events** for a total of \$140,327.00 of in-kind support for outdoor special events from July 1, 2010 – June 30, 2011.

Review: The City of Asheville provides in-kind support for events that benefit local non-profit organizations and enhance the community with public events, parades, and festivals.

During the recent RFP process, 33 organizations met the eligibility requirements for in-kind outdoor special event support from the City of Asheville for a total of 113 events from July 1, 2010 – June 30, 2011.

Six events are considered **Anchor Events** based upon the historical tradition, economic impact, and uniqueness of the event. In-kind support for anchor events includes lost revenue items from permit waivers (i.e. park usage permits, building/fire safety permits, electrical) and direct support services (i.e. police support, sanitation, public works). In-kind support does not include cash or equipment (tents, tables, chairs, etc.).

27 events met the criteria for in-kind support for **Non-Anchor Events**. Support for non-anchor events includes only lost revenue from permit fee waivers.

This does not support a specific goal, objective, or action item with City Council Strategic Operating Plan. This does support the current Parks, Recreation, Cultural Arts and Greenways Master Plan by making organizations aware of the value of their support from the City and by providing clear criteria for support.

Pros:

- Events stimulate the local economy.
- Helps local organizations raise money.
- Provides additional quality cultural programming and diversity.
- Expands and enhances special events and festivals in Asheville.

Cons:

- Anchor events have a direct cost to the City in the amount of \$85,617.
- Events put a strain on City resources such as Police, Fire, Sanitation, Park Maintenance, etc.
- Lost revenue from permit fee waivers.
- Events contribute to decline on infrastructure such as parks.
- Some events close streets.

Fiscal Impact: \$114,295.40 (\$85,617 in direct support) for anchor events and \$26,032 for non-anchor events for a total of \$140,327.00 of lost revenue and direct support between July 1, 2010 – June 30, 2011.

Recommendation: Staff recommends that the Finance Committee approve the attached list of in-kind events be brought to City Council for consideration based the available budget for FY10/11.

Attachments:

- (1) List of in-kind events for FY10/11

| | non profit status | total in-kind support FY11 | total direct cost support FY11 | total support FY11 | total in-kind support FY10 | total direct cost support FY10 | total support FY10 |
|---|-------------------|-------------------------------|--------------------------------------|-----------------------|-------------------------------|--------------------------------------|-----------------------|
| Anchor Events | | | | | | | |
| Asheville Drum Circle | no status | \$3,875 | \$0 | \$3,875 | \$3,000 | \$0 | \$3,000 |
| Asheville Greek Festival | non-profit/church | \$10,742 | \$1,342 | \$12,084 | \$1,197 | \$550 | \$1,747 |
| Asheville Holiday Parade | | \$1,562 | \$39,462 | \$41,024 | \$1,642 | \$37,411 | \$39,053 |
| Downtown After 5 | | \$2,143 | \$14,780 | \$16,923 | \$3,054 | \$8,300 | \$11,354 |
| Goombay Festival | | \$2,942 | \$26,869 | \$29,811 | \$1,842 | \$30,900 | \$32,742 |
| Shindig on the Green | | \$7,414 | \$3,164 | \$10,578 | \$1,582 | \$4,000 | \$5,582 |
| Anchor Event Sub-Total | | \$28,678 | \$85,617 | \$114,295 | \$12,317 | \$81,161 | \$93,478 |
| | | | | | | | |
| Non-Anchor Events | | | | | | | |
| Asheville Citizen-Times Half Marathon/5K | | \$884 | \$0 | \$884 | \$394 | \$0 | \$394 |
| Asheville Earth Day | for profit | \$3,342 | \$0 | \$3,342 | \$717 | \$0 | \$717 |
| French Broad Cycling Classic | no status | \$290 | \$0 | \$290 | \$204 | \$0 | \$204 |
| HardLox Jewish Food and Heritage Festival | non-profit/church | \$2,482 | \$0 | \$2,482 | \$622 | \$0 | \$622 |
| Just Folks Summer Festivals | no status | \$4,639 | \$0 | \$4,639 | \$8,432 | \$0 | \$8,432 |
| Martin Luther King Peace March and Rally | | \$537 | \$0 | \$537 | \$232 | \$0 | \$232 |
| Montford Music and Arts Festival | | \$342 | \$0 | \$342 | \$397 | \$0 | \$397 |
| Ninja 5K | for profit | \$162 | \$0 | \$162 | \$182 | \$0 | \$182 |
| Oktoberfest | | \$687 | \$0 | \$687 | \$517 | \$0 | \$517 |
| OrganicFest | | \$1,357 | \$0 | \$1,357 | \$772 | \$0 | \$772 |
| RiverFest:Save the French Broad | | \$959 | \$0 | \$959 | \$647 | \$0 | \$647 |
| Shamrock Run | | \$240 | \$0 | \$240 | \$397 | \$0 | \$397 |
| Spring Market | | \$206 | \$0 | \$206 | \$837 | \$0 | \$837 |
| Superhero 5K | | \$162 | \$0 | \$162 | \$182 | \$0 | \$182 |
| Thomas Wolfe 8K Road Race | | \$365 | \$0 | \$365 | \$267 | \$0 | \$267 |
| WNC Run/Walk for Autism | | \$914 | \$0 | \$914 | \$472 | \$0 | \$472 |
| Asheville JCC Falafel 5K & Kids Run | | \$495 | \$0 | \$495 | did not apply in FY10 | | |
| Smoky Mountain Toy Run | | \$362 | \$0 | \$362 | did not apply in FY10 | | |
| Asheville Art Museum Art Party and The Big Crafty | | \$387 | \$0 | \$387 | new event | | |
| Asheville Mardi Gras Parade | for profit | \$50 | \$0 | \$50 | new event | | |
| Blue Ridge Pride | no status | \$639 | \$0 | \$639 | new event | | |
| Children's Health and Harmony Festival | for profit | \$617 | \$0 | \$617 | new event | | |
| Earth Day Bicycle Rodeo | for profit | \$278 | \$0 | \$278 | new event | | |
| Mountain Area Memory Walk | | \$539 | \$0 | \$539 | new event | | |
| Mountain Sports Festival | | \$4,367 | \$0 | \$4,367 | new event | | |
| March for Babies | | \$440 | \$0 | \$440 | new event | | |
| New Balance Girls on the Run 5K | | \$290 | \$0 | \$290 | new event | | |
| Non-Anchor Event Sub-Total | | \$26,032 | \$0 | \$26,032 | \$15,271 | \$0 | \$15,271 |
| | | | | | | | |
| Grand Total | | \$54,710 | \$85,617 | \$140,327 | \$27,588 | \$81,161 | \$108,749 |